

AMERICAN FAMILY INSURANCE CHAMPIONSHIP MEDIA DAY
May 30, 2017



Jim Buchheim
Andy North
Nate Pokrass

Jack Salzwedel
Steve Stricker
Kirk Triplett

JIM BUCHHEIM: Good morning. I'm Jim Buchheim, vice president of communications at American Family Insurance. I also serve on the board of directors of the Steve Stricker American Family Insurance Foundation. It's my honor to welcome you to this 2017 media day for the American Family Insurance Championship.

Wonderful to have so many representatives of the media with us. We're also grateful to have some of our valued sponsors here today and team members from the following groups. American Family Insurance, PGA Tour communications, H&S Sports Group, University Ridge and the University of Wisconsin, the American Family Children's Hospital, MGC Sports, the Steve Stricker American Family Insurance Foundation, and last but certainly not least, our defending champion, Kirk Triplett.

American Family is very proud to partner with Steve Stricker and with the PGA TOUR Champions to make this event a reality. We have an impressive lineup here for our media panel today. I already mentioned Kirk Triplett, a three-time winner on the PGA Tour and five-time winner on the PGA TOUR Champions. As you just heard, his fifth win came here in Madison as he shot a 7-under 65 on Sunday to come from behind and win our tournament by two strokes.

We also have our host, Steve Stricker, sitting in the proper seat, a 12-time winner on the PGA Tour and a PGA TOUR Champions rookie.

We also have Wisconsin native and two-time U.S. Open winner, Andy North, with us. Andy may have to leave today's festivities a little early to fulfill his responsibilities with ESPN at the Memorial.

Next is Jack Salzwedel, chairman, CEO and president of American Family Insurance. He was the leader who was instrumental in bringing this event to life.

And finally, down at the end, Nate Pokrass, our tournament director. Nate and his team create this event that provides a great experience for players and spectators, and ultimately produces a great outcome for local charities.

I have a handful of questions for our panel and then we'll open it up to the media gathered here for questions, and I'll start with our defending champion Kirk Triplett.

Kirk, to start off, can you talk about your experience here in Madison and tell us about your

impressions of our first-year event?

KIRK TRIPLETT: Well, my impressions are it was you're off to a fantastic start. I've known Steve for a long time and I know Jerry very well, Jerry Kelly. I knew they lived in Madison. I had never been to Madison. I was looking forward to it, excited about a new tournament on the tour. We've been playing professional golf for 30 years and there's not that many new experiences left.

So we roll into town, play the course, thought it was really nice. Went downtown for the pairings party on the roof of the, is it Monona? Monona Terrace. Wow, what a secret you guys have here. This place, it was a beautiful evening, capital in the background. That kind of set the tone for the week, I thought.

You could really see the community support. Started there, and then with the traffic jam the very first day, you knew you had the right ingredients for a long, successful tournament. Local involvement with Steve and Jerry and a great local sponsor, American Family with the nationwide reach, and people supporting it in the community. So you've got all of the ingredients for a long-term successful event here.

JIM BUCHHEIM: So last year at this event, after day one you were five strokes off the lead, and as the video mentioned, you were still three strokes off the lead coming into the final round.

At what point did you think you actually had a good chance to win this tournament?

KIRK TRIPLETT: Well, it was one of those events, for me, I was just watching Bart. Every time I made a birdie on Sunday, Bart made one or maybe two, so he was always kind of out ahead of the pack.

Really, I hate to say it, but I thought we were kind of playing for second. Bart's a very straight driver of the ball, very consistent, doesn't kind of lose it under the gun, so I really just expected him to kind of finish it out and win it.

So I think I three-putted No. 10 and I was talking to my son, he was caddying for me, and saying, "Well, we've just got to beat Mike, right?" I was playing with Mike Goodes. We've just got to beat Mike because this is kind of a tournament for second. He looked at me kind of funny. I said, "You just watch."

I had felt, and I said it on the video, earlier in the week that there were a lot of birdie holes in a row on the back nine and somebody was going to birdie three or four of them and take control of the tournament. I did that, but Bart was doing it, too. Until I got to 15. He was in the group behind us. I didn't realize he was having all the trouble on 15 that he was until we got up to the green on 16 and they posted it. I went from -- having made birdie at 15 and then a probable birdie at 16, I went from being two behind to two ahead. So that's really when I thought about winning the tournament. Then I just kind of thought, "Oh, all I have to

do is par 17 and 18 and it's going to be mine."

JIM BUCHHEIM: You mentioned that your son was your caddie last year. What's your plan for this year's championship?

KIRK TRIPLETT: Well, he's going to grudgingly return. He's a collegiate golfer at another Big 10 school that I won't name. I looked at him halfway through one of the rounds when we were playing. I said, "You really don't enjoy this caddying, do you," and he just shook his head because he would much rather be playing. He's a wonderful player. I think he enjoys spending the time with me. He's a little bit like, "C'mon, Dad, play better." So he'll be coming back this year. He'll play a fair amount of tournaments kind of across the country this summer, but I feel pretty fortunate to get him to come and work for me one week.

JIM BUCHHEIM: Let's talk a little bit about this year. You're 19th on the PGA TOUR Champions Money List. You've had four top-10 finishes. How would you describe the year and how you're playing so far?

KIRK TRIPLETT: It's been kind of a mixed bag the last month or so. I got off to a good start and felt pretty confident at the beginning of the year, really felt like I could contend. But really the last two months, really since about Masters time, it's been a little bit elusive.

Are any of you golfers? Have any of you ever felt that way before, like maybe the game's just -- you're looking over here and it's over there, and you go over there and it's over here? You know what I'm saying. That's where I'm at right now.

JIM BUCHHEIM: And how do you feel about defending your title here?

KIRK TRIPLETT: Well, I'm excited. It's always fun to come to a place that you've had some success at. I've had the good fortune to actually successfully defend one year at Pebble Beach, so I know it can be done. I've also had some tremendous flameouts.

But the week's very nice. Doing things like this, you get a lot of positive reinforcement of, hey, the last couple weeks I didn't play very well, but at one time I was pretty good so maybe I can do it again.

So there will be lots of responsibilities as the defending champ and handshaking, and then of course Friday morning nobody cares. I don't get to start 17 under, I've got to start right there at even par.

JIM BUCHHEIM: Well, thanks again for joining us today for media day.

Steve, let's go to you. You've had a busy spring. By my count, you played seven times on the PGA Tour so far, four top-25s, fresh off a top-10 finish at the Dean & DeLuca event at the Colonial, and you're 20th on the PGA TOUR Champions list having played in four events so far.

Can you tell us about your approach to playing both PGA Tour and PGA TOUR Champions this year?

STEVE STRICKER: Yeah, it's been a little bit of a challenge in knowing which place I should play, but it's been fun. I've been excited about playing at both places. I've enjoyed the time out playing with Kirk. It's a little bit different of an atmosphere, one that I'm not ready for I don't think because --

KIRK TRIPLETT: We're not ready for you, either. So the more regular tour events you play -- I think 11 you've played total?

STEVE STRICKER: Yeah.

KIRK TRIPLETT: What's your limit, 12, 13?

STEVE STRICKER: It's good fun. It's a casual atmosphere out on the PGA TOUR Champions and it's been fun, very competitive. I'm not shocked at the amount of good play there is out there, but you have to play well to win. I mean they're out there for a reason, they're great players. It's not as deep as the regular tour, but to play well and get in contention, you have to play your best and that's the nice part about it.

I feel like my goal is still to be out on the regular tour, especially this year being the Presidents Cup captain and wanting to be by the players and get to know some of the guys that are going to be on that team. So going forward I'll play probably maybe another handful of events on the PGA TOUR Champions, but concentrate a little bit more on the PGA Tour.

JIM BUCHHEIM: As we talked about up front a little bit, this event is really all about using your foundation to support local charities. Lately you've actually been able to spend some time with local organizations on behalf of your foundation; a First Tee clinic, a Habitat for Humanity build. Can you tell us about those experiences and what they meant to you?

STEVE STRICKER: Yeah, that's why we're doing this. That's our dream between Jack and I. Well, they do it as a company and organization already. They give back so well into our community.

But for myself, my wife Nicki, that was a dream of ours to be able to give back and to be a part of a group like American Family. We were so lucky to be able to join up and be a part of their amazing company. But that is definitely a goal of ours, to give back. So for us to be able to take part in the Habitat for Humanity, I've still got a little scratch right there. I think it was like my first nail in I think I started to bleed already.

But it was all fun, it was good stuff. But that's what it's all about. That's why we're doing it. This is the platform we're using. We're golfers, we do this. We've been taught from our peers before us to be responsible, to give back, and that's what we're doing. We feel lucky

and blessed to be able to do it.

JIM BUCHHEIM: And one last question from me for you. You're still the host of the event this year, but this year you're a player host. How do you think that will be different playing in the tournament this year versus your duties last year?

STEVE STRICKER: I think it will be less hectic than last year because I can escape out on the golf course. I felt like the mayor of Madison last year, shaking a lot of hands, saying thank-you to all the sponsors and the people who came out, which was I think very important and I enjoyed that a lot. This year I get to play, which I'm very much looking forward to. Hopefully get up around contention have an opportunity to win, that's the goal, and hopefully have a good time with it. That's what I really want to do is have a good time with the week and enjoy the week.

JIM BUCHHEIM: Andy, I'll go to you next, and thanks so much for joining us. Steve just talked about the combination of golf and philanthropy. You've used your golf career to make a difference locally and beyond. What led you down that path?

ANDY NORTH: I think Steve mentioned we've been very fortunate in our business to have so many great people before us to show us how to do this -- the Nicklauses, the Palmers -- to be able to reach out to community. One thing that I think makes our game so special is that it's the perfect sport and the perfect venue to combine philanthropy and golf.

The fact that if you want to have a tennis event, it's hard to play tennis with the best player in the world. I don't care how good you are, it's not going to be a whole lot of fun. Where in our game, it doesn't matter how good a player you are, you can still go out and enjoy the time you spend with that pro or whoever it is. So our game mixes beautifully as far as helping to raise money that way, so that's been real easy.

I think we all have been lucky growing up in this area. Steve and I spent our entire lives here. It's a great community. You see a lot of people that need help and it's nice to be able to do something about it.

JIM BUCHHEIM: You're also very involved in The First Tee local chapter, and I believe you'll be joining us for the Skills Challenge again this year during tournament week. Can you talk about your involvement with Champions for Kids, what's included and why you're involved?

ANDY NORTH: I think it's a very natural thing for the four of us to do. There haven't a lot of cities, particularly the size of Madison, that have had four players that have had some success at our business, and for the four of us to get together and really jump in this with both feet has been really important. Sherry's done an unbelievable job of spearheading this whole thing.

We all have been so fortunate in our business, in our game to have so many people that

helped us along the way. We all can remember the teachers we had when we were in third and fourth and fifth grade, the junior clinics we went to, the people who drove us to junior events. Those were things that were so important in our development, our lives, and to be able to get engaged in that and hopefully spread that to a bunch of other youngsters that can make this something they can be really proud of and enjoy playing this game and hopefully learn some things from it.

JIM BUCHHEIM: We have a reporter from the local First Tee chapter with us today and I think we'll be hearing from him in just a little bit.

My final question to you, Andy, we're close to finalizing our celebrity foursome, and I can tell the folks that you're once again playing a lead role in that group. Seemed like you had a great following last year. What was that experience like?

ANDY NORTH: I think the first thing is that when you're playing with friends, it always makes it more fun that there were a few needles given out there, which was a very important part of the day.

But when we walked onto the 10th tee and saw how many people were there, that was awesome. That was absolutely awesome. I think we had 25,000 people out there on Saturday afternoon, which is mind blowing. So that helped really have a lot of fun.

We aren't going to announce the three other players this year, but the other three are actually celebrities. I'm just this old goat that drags them around for nine holes. So we'll have some fun and we're going to miss Steven, but maybe he'll be in the group right in front of us so we can maybe engage him a little bit as he's leading the tournament.

JIM BUCHHEIM: That would be great. Next I want to go to American Family CEO, Jack Salzwedel. Jack, can you tell us a little bit about American Family's experience as a title sponsor, how does this tourney fit into the company's marketing and philanthropy plans?

JACK SALZWEDEL: It was a great event last year. Obviously you just need to listen to these gentlemen up here talking about it. It was just tremendous for us.

When we started, we wanted to do things that would help us from a national reach and help us from a local reach. The national reach, obviously hooking up with the PGA Tour and the Golf Channel helped in terms of our awareness, our brand awareness, aided awareness and unaided awareness. We believe that it was a many times multiple of what we actually invested in the tournament to what we actually got from the media results.

So it was good from a national standpoint for American Family. It helped us tremendously with our brand presence. And then locally it got to all the things that we're talking about here, philanthropy. I see Nancy with UW Hospital sitting out here. The help they gave for the event, but then what we were able to do in terms of writing a check to the Children's Hospital after the event.

So it's about engaging our employees and our agents with volunteer activities and getting them more engaged, which helps with engagement for our organization overall, but it's community support. So it's the nearly \$15 million that came into Madison as a result of the tournament from folks who were hired to help run the event to hotels, restaurants, things like that. And then the charities that actually got the money, \$1.1 million that we paid out afterwards. There's really no sport that pays back to the community like golf does.

So for us to be able to hook ourselves to the PGA Tour, the people like Steve Stricker, and to have the champion that we had with Kirk and an ambassador like Andy North has just been tremendous for American Family overall.

JIM BUCHHEIM: You spoke to this a little bit in your first answer, but as a CEO who partnered with Steve and others to make this event a reality, what did last year's success mean to you personally?

JACK SALZWEDEL: I just have to say I was very worried, I was with Steve when he had that hammer in his and his hand was bleeding and there were about 10 people running to him with bandages.

It was very satisfying for me personally. Steve and I talked about bringing golf to Madison probably 10 years ago or more at a Children's Hospital board meeting, then to see the GMO kind of go away and to not have professional golf in Madison. Then to be able to be part of bringing it back to the state of Wisconsin was just great. Then having it turn out the way it did was beyond our expectations.

JIM BUCHHEIM: What are you most excited about for the 2017 tournament?

JACK SALZWEDEL: So the field is great. You look at top to bottom, our field it really strong, as strong as any of the tournaments that have been on the tour yet this year. So I think it starts with the field and the players that are coming. I think it's going to be a great field.

I'm really excited about a couple new things that we've got going. In Madison we all know about Concerts on the Square. That starts the following week after our tournament. There's going to be a Concerts on the Course the Wednesday of our tournament week, so we'll have the Chamber Orchestra here on Wednesday. Then we've got Darius Rucker who will be performing at Bree Stevens Field thanks to Steve and some help that he gave after the Ryder Cup, I think it was, when Darius was up in Minnesota. So we have Darius, who will be a great concert at Bree Stevens on Friday night.

I just think the field, the different things that we've got coming, the changes that we've got are just going to be tremendous. I'm very excited about again the prospects of taking what we did last year, building on that and having more impact this year.

JIM BUCHHEIM: Well, let's go to Nate Pokrass, our tournament director, because he can speak more to some of those changes. Terrific results in year one. How do you make it better in year two?

NATE POKRASS: We ultimately set a great base when we did a lot of planning going into last year's tournament. We visited about a dozen PGA Tour, PGA TOUR Champions events getting a lot of ideas, and ultimately the team worked extremely hard and it came together well.

Now we set the stage to make it bigger and better, ways to make the fan experience improved. We'll add more bleacher seating additional concession stands, additional video boards out on the course. So really taking some strides now that we know the fan and the community support is here, we'll definitely take some steps now to make it an even better experience.

JIM BUCHHEIM: Jack mentioned the Darius concert and the Chamber Orchestra concert. What prompted those additions?

NATE POKRASS: We're trying one aspect of this is to make a week-long celebration and try to bring a variety of events to the community and music was that next element. We've seen that at other PGA Tour events and that was that next step. We now have a great partnership with Wisconsin Chamber Orchestra to add the Wednesday night concert, which also coincides now to opening the pro-am day to the general public for free. So that's another great opportunity for fans to come out and watch some of the pros play on that Wednesday.

And then the other aspect, too, is the Darius Rucker piece. He loves golf, has a passion for the game of golf. He and Steve have developed a great friendship tied in, as Jack touched on, with the Ryder Cup and it worked out extremely well to bring him here on Friday night of tournament week to provide a concert for the community. So it's another way just to engage, to come out to the golf course or to buy a concert ticket. It's just another way to help the Children's Hospital and other charities that we have.

JACK SALZWEDEL: We're not ready to announce who they are, but I think the celebrity foursome this year is going to be great. Andy will head that group, but if you think about the brand ambassadors that American Family has and the folks who will be coming to this event, I think that the celebrity foursome is going to be great. And I've been given strict instructions not to let out who the other three members are, so I'll leave it at that.

KIRK TRIPLETT: I know, I know.

JIM BUCHHEIM: Nate, back to you for a second. Volunteers, very important part of any golf event. How's our volunteer effort looking like in 2017?

NATE POKRASS: The volunteers are the backbone of this event and ultimately we rely on

them greatly. We have nearly 1,000 volunteers signed up, and leading the charge again is Gail Perla on our team who's doing a great job with the volunteer base.

A unique aspect this year, too, we were invited by the PGA TOUR to join the Myrbetriq Volunteer Challenge. Volunteers can engage their network of friends and family on social media and can raise additional dollars for charity, which is a really unique aspect.

And the other nice step to that is, too, the PGA Tour selects those events and we're one of the few PGA TOUR Champions events to be selected to participate in this. They saw the great volunteer support we had last year, saw the community support. So we're amongst some pretty impressive tournaments on the PGA TOUR and it's a unique way for our volunteers to engage and help support the charities directly as well.

JIM BUCHHEIM: Finally, Jack referenced the field. When does the player field get finalized and how has Steve done in recruiting so far?

NATE POKRASS: Steve's been doing great on recruiting. We've got some great new guys. Sir Nick Faldo is coming back on the PGA TOUR Champions and starting with our event, which is extremely exciting. I know on social media that really took off. Colin Montgomerie, Ian Woosnam, and then returning with some of the other fan favorites of John Daly, and then of course having the hometown guys of Steve and Jerry and Skip Kendall as well.

So it's really an outstanding field. It's shaping up to be, as Jack touched on, an extremely strong field. Our team goes out and tries to talk to the guys out on the tour, but of course to have Steve there to just kind of reiterate what we're trying to do, and they have the utmost respect for him. In the end, it's nice having Steve there to help us along the way.

JIM BUCHHEIM: Once again I want to thank the panel for joining us here for our 2017 media day. We'll open things up to the general media for questions.

Q. I'm Dan Romero, First Tee junior reporter. I'm really glad to be here. My question is for Mr. North. What is one thing that you have learned or realized now as an analyst or reporter that you wish you would have known while playing on tour?

ANDY NORTH: That's the best question we'll have today absolutely. Well done.

I think when I first started doing TV, there were so many things you try to analyze and overanalyze. It came right down to watching these great players play every single week that you probably didn't have to play quite as well as you thought you did. You watch guys, and everybody that wins tournaments hits poor shots or very average shots. You don't have to be perfect all the time. I think that's the biggest thing that if I would have had a little better understanding years before it might have helped me play a little bit better.

No one wants to follow that one, do you?

Q. Nate and Steve, you guys had so much success last year. You talked a little bit about what you're going to do differently, but do you feel there's pressure this year because of how well things went last year?

NATE POKRASS: I don't sense necessarily pressure, but we collectively have a team that likes the challenge. We have a team that's got a wide variety of experience. We like the challenge. The bar was set generously by the PGA Tour setting modest expectations. We well exceeded that. American Family's fully behind us to provide the resources to make sure that we can be extremely successful. So we like the challenge to get bigger and better, and this year should be great and we anticipate even trying to set greater goals in 2018 and beyond.

Q. Steve, Nate just talked about your recruiting and getting other players. Is it an easy sell to get guys to commit to this tournament?

STEVE STRICKER: I really haven't recruited at all. (Laughs.) I didn't like to be recruited as a player, and I think if we put on a good event, the players do all the talking. We're like little ladies out there, you know --

ANDY NORTH: Political correctness.

STEVE STRICKER: And little old men. Let me put that in there, too. (Laughs.)

I think if we put on a good event, players are going to talk and the word's going to get around. That's our best selling point right there. I think that's what happened in our first year. I still hear it today from players out there, what kind of impact we made in that first year and how excited they were to play here and the turnout from the crowds. Just the community coming out, supporting it, the impact that we had with the charitable dollars raised. I hear that when I get out there each and every week I play on the PGA TOUR Champions. I think Nate's team did a great job putting on such a great event. If we continue to do that just by word of mouth, players will want to come here and play.

KIRK TRIPLET: I personally have been telling everyone the food is bad, the weather's bad, the people are mean, it's really a tournament you ought to take off your schedule. I told you that, too. You didn't listen. (Laughs.)

Q. For any of you, I guess, the U.S. Open obviously is being played in Wisconsin for the first time not long before this tournament. How much of a bump do you think in interest for the game of golf will there be affecting this tournament with fans or whatever?

ANDY NORTH: A lot of people have thought that we're having back-to-back weeks is going to be tough. I think it's a real positive. We've seen the city of Chicago hosted an event and an Open back-to-back and they both were huge successes. I think any time you get the public talking about golf for two solid weeks, it's on television for a couple of weeks, if

someone's sitting at home on the Saturday of the U.S. Open and they watch a little bit of that and jeez, some of these guys are going to be playing in our backyard this next week, we ought to go watch that, I think it's a home run for everybody. To get a major championship in the state of Wisconsin is fantastic.

Q. Kirk, since Steve Stricker won't talk about himself much, what makes him the great player that he is and what do you see when he enters and plays more on your tour?

KIRK TRIPLETT: I had the good fortune to be Steve's partner many years ago in the Diner's Club matches for a couple of years. It was a silly season event I guess is how you would describe it. So I got to know Steve and Nicki. You really can't answer that question without bringing Nicki into it, too, right?

So here's a guy, wonderful player, really good skills, nice guy. You would never guess looking at him that he wants to rip your head off and stomp it into the ground, but then he wants to shake your hand after it's over and say "good match," right?

But here's a guy that knows his game, and he was forced to learn his game and really understand his game. He had some success on the regular tour, living a pretty comfortable life up here in Madison. Gets pretty frustrating when you're out there playing and traveling around and maybe not doing as well as you wanted to and you've got a young family and you kind of get to that eight or 10-year mark, right, and yeah, you know, I've got some money in the bank, I don't know if I want to do this anymore, right? I know he thought those things.

He decided, you know what, I'm going to recommit, and he went from being a guy that I think lost his status to a multiple winner of the Comeback Player of the Year award. That's pretty impressive when you think about it. You win it once, then you win it again. So how good does that -- how far did you come?

So I think he was forced to relearn his game, and he really knows it inside and out. That's what's made him one of the top players in the world. It's not just like happenstance or he was playing well for a couple of weeks. He knows why he plays well, he knows what it takes to play well and he's had, what, a good 10 years plus, probably more than that since you kind of revamped and recommitted to your being a great player. That would be my answer. He really knows his own game. There are a lot of good players that don't know their own game. When it goes, it's gone.

ANDY NORTH: That, and he makes every 20-footer he looks at.

KIRK TRIPLETT: Tell us the story of the first hole at Branson. You and Jerry were partners. Weren't you playing with Sutherland and Goydos? Something about you both hit your tee shot and you have -- and you choose which putt to take, right? Didn't you guys choose a putt that was longer and harder because you were putting it? You never do that.

STEVE STRICKER: (No microphone.)

KIRK TRIPLETT: Okay. There you go, my point proven. Thank you. Did I answer the question or not really? I talk a lot.

Q. Steve, how are you balancing all your commitments this year with both tours, your event, Presidents Cup? Are you scheduled out for the year or are you just taking it a few weeks at a time and kind of reevaluating with each week?

STEVE STRICKER: I am taking it a few weeks at a time. Yeah, I'm busy. A good busy, though. I would rather be busy than sitting around. I've been fortunate enough to be hands-on with a lot of things, and playing golf is still the most important thing to me. Yeah, I'm planning on playing these next couple weeks. I've got a drive to get into the U.S. Open that's right here outside of Madison, so I'm going to play the next couple weeks, try to qualify for that and try to reassess whether I get in The Open or not. Definitely be playing here and then reassess if I want to go play USGA Senior Open.

So yeah, I'm kind of -- I've got a month planned out and then after that I'm kind of waiting to see. It's all kind of revolving around the U.S. Open. If I can get in there and play. I've played three in a row, I'm going to play this week and next week, five in a row, which for me is a lot. So I'm just kind of taking it week to week, maybe month to month kind of thing to see how I'm doing and where I go from there.

ANDY NORTH: Can I say something before we get to the next question? If you haven't read the articles Gary did on Erin Hills, they're absolutely fantastic. Well done.

Q. Following up on that, with such a busy schedule and such a goal to make the U.S. Open, how do you keep from adding pressure to yourself to try to qualify for that as you have these tournaments and possibly sectional qualifying?

STEVE STRICKER: I'm not seeing it really as pressure, I'm seeing it more as a challenge I think at this point. The USGA kind of rubbed me the wrong way, if I can say that nicely, that I asked for a spot. Not really that I deserve a spot, that's not what I'm saying, but it would have been a great opportunity for me to get in and play. So I take that as a bit of a challenge. They didn't feel like I was warranted the spot. I'm 85th in the world, it's not like I'm not competitive. It's right here in my backyard.

So I'm kind of taking it as a challenge and I look forward to it. I'm looking forward to playing the next couple weeks. I've got that drive to try to make it. I've got really three opportunities to make it, the next two tournaments and then a Monday qualifier next week, 36 holes. So that's my goal.

It's something that we as golfers always have. We have goals. There's carrots out there dangling in front of us and that's one of them for me right now is to try to get in there and

play. We've never had a U.S. Open in our state. To not have a representative from our state I think would be not quite right. But that's my goal, so that's what I'm kind of working towards to try to get into.

Q. Andy, we've all here had the honor of watching you be a community member who's given back for so many years here in Madison, whether it's for the cancer center or Children's Hospital or First Tee. What advice do you have for Steve as he gets more engaged with the community here and is trying to develop the same sense of community that you've been working on?

ANDY NORTH: Steve and Nicki have done an awful lot of things for the community for a lot of years that people haven't known about. Steve has done an unbelievable job on the north side of town. They've got all kinds of programs going on up there really helping a lot of kids that no one has any idea they're doing. So I don't have to give Steve any advice at all, he's doing an unbelievable job, and Nicki's leading that parade a little bit also. So between them they're changing lot of lives here in Madison.

JIM BUCHHEIM: Well, I think we'll have a little bit of one-on-one time with the folks after here, but I want to thank everybody for attending today's media day. A reminder to members of the media, you do need to apply for media credentials if you have not already done that. Janet Masters, Linda Wagener are happy to help you today to get registered. We're not able to give you access to the tournament or to the media center without credentials. In 20 days tournament week starts, we look forward to seeing you all back here at University Ridge. Thanks for joining us this morning.